



Contact Sports

Our team developed personalized campaigns that helped Babson College dramatically improve donor participation and increase gift size.

Services Utilized

- Primary Customer Research
- Data Mining
- Data Segmentation
- Variable Data Printing
- Direct Mail

12%
increase in donors

9%
increase in gift size

Babson College is a private business school in Wellesley, Massachusetts. Established in 1919, its central focus is on entrepreneurship education. Babson College has consistently appeared on the U.S. News & World Report rankings as the number one college in entrepreneurship education for nearly three decades. In 2014, CNN's Money Magazine named Babson the number one college in the country for value and in 2015 the magazine ranked it second.

The Mission

Babson College looked to improve overall donor participation and average gift size while promoting awareness of its athletic teams.

The Answer

Our team developed a series of personalized targeted direct mail campaigns. The Babson alumni database was segmented by sport participation and content was developed specific to each team, including coach update and a letter written by a current undergrad student. Imagery was also specific to each sport. The initial campaign consisted of 9 segments, with men's and women's teams segmented as well.



The Results

The initial direct mail campaign generated a 25.8% response rate (3x higher than previous campaigns). Overall donor participation improved dramatically, donor gift size also improved, and Babson saw a spike in new and lapsed donors.

The campaigns were repeated four years in both the Spring and Fall with messaging updates and new imagery.

